R J Reynolds Tobacco Company
Sales Retail

1221 _____ 1222 _____
1222 _____ 1223 _____
1223 _____ 1226 25
1224 _____ 1229 _____
1225 _____ ROM
1226 _____ PC SC
1229 _____ MC PA
1240 _____
1244 _____ RSM RBM

Audrey Evanchik 1240
Account Manager

400 Raritan Center Parkway
Raritan Center
Edison, N.J. 08837
908-225-4774 Fax 908-417-9076
Vmail # 77275

September 20, 1996

To: Managers, Sales Reps and Retail Reps

Subject: Cumberland Farms Forsyth Pack/Carton displays
CID # (0107-44-72)-(0107-44-75)- (0107-44-78)

Ladies and Gentlemen,
As information the following Cumberland Farms stores are being supplied by RJR with a non-contracted 2' Ctn/Pk merchandisers. These units are to be merchandised with Cumberland Farms extra Carton and Pack inventory. Competitve product can be merchandised on these units **below** RJR brands. A suggestion may be to merchandise Mustang on one of the units to help promote the Cumberland Farms brand. **These racks in no way replace our existing contracted counter or floor displays!!!** I have also attached a Cumberland Farms planogram for our contracted displays to help ensure that our displays are in the proper locations. If you have any questions or need any assistance please voicemail me at 77275.

Thank You,

Audrey

Cumberland Farms Stores Receiving Carton / Pack Racks

STORE NUMBER	ADDRESS	CITY/ STATE	NUMBER OF RACKS
8856	957 Trenton Rd	Fairless Hills, Pa.	3
9900	752 West Basin Rd	New Castle, De.	3
9908	1703 New Castle Ave	New Castle, De.	4
9917	12-20 East Main St	Middletown, De.	4
7870	10 E. Kings Hwy	Mt. Ephraim, NJ.	2
7636	283C Egg Harbor Rd	Sewell, NJ.	2
7785	Shell Rd &Bianca Ave	Carneys Pt, NJ.	4
7848	Webster & Pailion St	Riverside, NJ.	3
7908	201 E. Broad St	Palmyra, NJ.	3
7928	Delsea Dr	Clayton, NJ.	3
7988	Chester Ave & Third St	Delran, NJ	3
7993	Rt 130 & Chestnut Hill	Cinnaminson, NJ.	3
7899	301 East Evesham Ave	Runnemede, NJ.	2
7932	222 Merchant St	Audubon, NJ.	2

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Source: https://www.industrydocuments.ucsf.edu/docs/jtln0000

-(continued)-

Cumberland Farms

Stores receiving Carton / Pack Racks

7982	421 White Horse Pike	Laurel Spring, NJ.	2
1509	Main & Market St	Saugerties NY.	2
1519	384 Foxhall Ave	Kingston, NJ.	2
1562	Route 9 West	Port Ewen, NY.	2
1574	Mill Hill Rd &Elwin Ln	Woodstock, NY	4
1531	602 Little Britain Rd	New Windsor, NY.	2
1541	Windmere & Walnut St	Greenwood Lake, NY.	2
1560	270 Route 17 K	Newburgh, NY.	2
1564	168 Main St	Chester, NY.	2
1586	356 East Main St	Middletown, NY.	2
1587	Route 94 & Shore Dr.	Salisbury Mills, NY.	2
1588	W. Main & Monhagen	Middletown, NY.	2
1617	251 Highland Ave	Middletown, NY.	2
1576	Route 81	Greenville, NY.	2
1522	67 Green St.	Hudson, NY.	3
1524	RD 3	N. Greenbush, NY.	1
1567	US Route 9	Valatie, NY.	3
1592	Route 9 and 9J	Columbiaville, NY.	1
1595	1351 Route 9 Schodack	Castleton, NY.	4
1602	Albany & Chatham St	Nassau, NY.	2
1625	Rock & Main St	Philmont, NY.	3
1626	Route 9 West	Glenmont, NY.	2
7618	700 Burnt Tavern Rd	Bricktown, NJ.	4
7787	234 Gatzner Ave	Jamesburg, NJ.	3
7846	380 Drum Point Rd	Bricktown, NJ.	2
7938	125 Main Street	Bradley Beach, N.J.	3
7968	Wycoff Mill Rd	Adelphia, NJ.	3
7924	Rt 9 &Wisteria Dr West	Tuckerton, NJ.	2
7939	Artic & Montpelier Ave	Atlantic City, NJ.	3
7796	93 East Bay Ave	Manahawkin, NJ.	3
7832	Ocean Gate Mill Circle	Bayville, NJ.	3
7934	Rt 9 & Morris Blvd	Bayville, NJ.	3
7955	Rt 72 & Breakers Ave	Manahawkin, NJ.	3
7959	Radio Rd & Dyke Pl	Mystic Island, NJ.	3
7981	885 West Bay Ave	Barnegat, NJ.	3
7801	281 Oceanport Ave	Oceanport, NJ.	2
7911	1215 Green St	Iselin, NJ.	2
7912	120 carr St 56	Keansburg, NJ.	3

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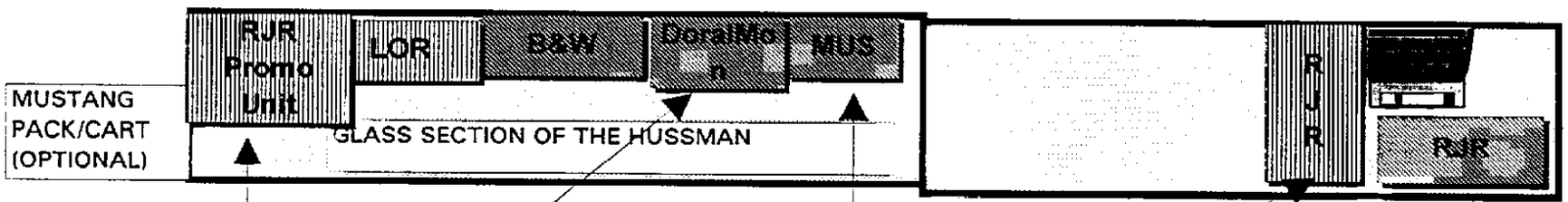
Source: https://www.industrydocuments.ucsf.edu/docs/jtln0000

Cumberland Farms®

6-28-96

RJ Reynolds Tobacco Comp

RJ REYNOLDS 8 FOOT OVERHEAD RACK

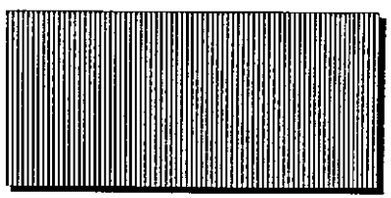


DORAL & MONARCH PACKS

MUSTANG-PACKS

RJR PROMO RACK IS NOT OPPTIONAL: HOWEVER, ITS LOCATION CAN VARY, IT CAN BE PLACED ON THE COUNTER NEXT TO OR IN PLACE OF THE LORRILARD RACK OR ON THE FLOOR IN A SELF SERVICE LOCATION THAT IS AGREED UPON BY C.F. AND RJR.

FULL PRICE



AL MCKAY

GENERAL MANAGER

MARKETING MANAGER

REGIONAL MANAGER

Source: https://www.industrydocuments.ucsf.edu/docs/jtln0000